ERIC P. NEWMAN NUMISMATIC EDUCATION SOCIETY

6450 Cecil Avenue, St. Louis, Missouri 63105

July 23, 1993

Ms. Maureen O'Neill
Public Relations Manager
Rollerblade, Inc.
5101 Shady Oak Road
Minnetonka, MN 55343

Dear Ms. O'Neill:

In connection with our historical research, we found an advertisement for an in-line roller skate and telephoned both Mary Beth Sheldon and you about it. It occurred to us that you might not be familiar with this situation and that you could use it for advertising, public relations or other interesting purposes.

We enclose photocopies of two examples from HARPER'S WEEKLY magazine. The examples are dated October 4 and October 11, 1862, but there are continuous ads in HARPER'S over several years. We have not checked whether similar ads are in LESLIE'S or other publications. It would also be interesting for you to check patent records and other business records, as the location of the offices of Frederick Stevens is given.

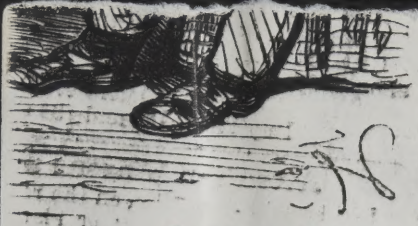
We are a not-for-profit organization, and if it turns out that this item is useful to you, you may wish to send us a contribution.

You will note that the in-line skate is referred to as **The American Parlor or Floor Skate.** I do not see any indication that each axle has two wheels on it as does the routine roller skate.

Sincerely yours,

Eric P. Newman

EPN:bv



Oct 11, 1862

ocer's Boy. "Why, gracious! ollars per pound for Tea—

ecesh, perhaps you would'nt

MENTAL IRON **259**
Wrought, Cast, and Wire.
VERANDAHS, BALCONIES
N *FURNITURE* of every descrip-
talogues mailed on receipt of four 3
CHINSON & WICKERSHAM,
Street, near Broadway, New York.

MERING.

edition), describing BATES' AP-
cientific and only known means

Magnifying small objects **500** *times.* Five of different powers for $1 00. Mailed free. Address F. C. BOWEN, Box 220, Boston, Mass.

The American Parlor
Or Floor Skate,
Hard Rubber Rollers,
Anti-friction Axles.

Observe, each Skate is labeled with the trade mark.
Also, 50,000 pair of Ladies' and Gents' Ice Skates, comprising all the new and most improved patterns, made from welded steel and iron hardened; Skate Straps and Leather Goods of every description; Fogg's improved Lever Skate Buckle. Sole Agent for Williams, Morse & Co.'s celebrated Skates.

FREDERICK STEVENS,
215 PEARL STREET, NEW YORK.
68 KILBY STREET, BOSTON.

WARD'S
PERFECT FITTING

No. XVII. Bird
cents.—No. XVI
cents. Together,

BOTANICAL.
Sheets, 35 cents.—
Sheets, 35 cents.
No. XXI. Econ
cents.—No. XX
Sheets, 35 cents.

Price of the enti
Atlas Form, $11

Willson's
O

Designed to ac
directions and in
able him to ada
duties of the sch
full course of ele
years of school i
use.

Price of the Ma

H
NEW M

Rocky Mountain Sports BOOTH 2762C
(Gosen, Prince, Head, Wilson, Ashaway, Babolat, Gamma, Velociti, Winn, Regal Gut, Pro Kennex, Tecnifibre, Cissel, Leader)
1898 S Flatiron Ct•Boulder, CO 80301
(303) 444-5340•(800) 525-2852•Fax (303) 444-7526
MAJOR PRODUCTS: COURT EQUIPMENT, COURT MAINTENANCE, FOOTWEAR, GLOVES, GRIPS/GRIP AIDS, HANDBALL, NETS/NETTING/NET POSTS, RACQUETBALL RACQUETS, SCORE/RATING SYSTEMS, SHOELACES, SHOE REPAIR, STRING, STRINGING MACHINES, SUN PROTECTION PRODUCTS, TENNIS ACCESSORIES, TENNIS RACKETS, TENNISWEAR

Rodale Active Network ROOM 15601U
708 Third Ave 7th Fl•New York, NY 10017
(212) 697-2040•Fax (212) 682-2237
PRODUCT/SERVICE: MARKETING, PUBLICATIONS

Roger Gimbel Accessories BOOTH 13508P
(Major League Baseball, NFL)
4 W 33 St•New York, NY 10001
(212) 594-1480•(800) 221-8828•Fax (212) 736-2307
MAJOR PRODUCTS: ACCESSORIES, BASEBALL, FOOTBALL, LICENSED PRODUCTS, NOVELTIES

Roi & Reine Inc BOOTH 2907C
1500 E 1 St•Los Angeles, CA 90033
(213) 266-6111•Fax (213) 266-1881
MAJOR PRODUCTS: APPAREL

Roller Derby Skate Corp BOOTH 856A
(Lake Placid, Tour CDM, Malone)
311 W Edwards St•Litchfield, IL 62056
(217) 324-3961•Fax (217) 324-2213
MAJOR PRODUCTS: HOCKEY, ICE SKATING, IN LINE SKATES, ROLLER SKATING, SKATEBOARDING

Roller Stop Inc BOOTH 13551P
PO Box 219•Malden, MA 02148
(617) 324-2272•(800) 882-3448•Fax (617) 324-4449

Rollerblade Inc BOOTH 9630
5101 Shady Oak Rd•Minnetonka, MN 55343
(612) 930-7000•(800) 328-0171•Fax (612) 930-7030
MAJOR PRODUCTS: ACCESSORIES, APPAREL, IN LINE SKATES, ROLLER SKATING

Rollerblade, Inc 5101 Shady Oak Rd Minnetonka MN 55343

1-800-328-0171
Fax 612 930 7030

Mary Beth Sheldon
Rollerblade, Inc
5101 Shady Oak Road
Minneapolis MN 55343

612-930-7089

Public Relations Manager
Maureen O'Neill
612-930-7096